

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Applicants: **Paul BUCHHEIT, et. al.**

Serial No.: **10/814,104**

Confirmation No.: **5182**

Filing Date: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

Examiner: **Daniel Lastra**

Group Art Unit: **3688**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference AQ is a Notification of the Second Office Action from the Chinese Patent Office in counterpart Chinese Patent Application No. 200580016593.X. A copy of that Notification of the Second Office Action, as well as a translation thereof, is provided. Note that U.S. Patent Application Publication No.

2003/0115272 cited in reference AQ is already of record as reference AA.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since a first Office Action has been mailed, but a final Office Action, a Notice of Allowance, or any other action that closes prosecution on the merits has not yet been received, this Information Disclosure Statement ("IDS") should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

**Certification Under 37 CFR 1.97(e)(1):**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

September 8, 2009

A handwritten signature in black ink, reading "John C. Pokotylo", is written over a horizontal line.

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